

2027 MARKETING ASSET CHECKUP

Check It Twice Before the New Year

A quick, practical review to decide what to keep, update, replace, retire or create for 2027.

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☐ Outdated assets

☒ A strong 2027 marketing foundation

HOW TO USE THIS CHECKUP

Work through the checklist and choose the action that best fits each item. You are not building a complete inventory. You are looking for what is ready to carry forward and what deserves attention before 2027.

- **KEEP.** Current and working. No action needed.
- **UPDATE.** Still useful, but needs a refresh or correction.
- **REPLACE.** The need still exists, but a new asset would serve it better.
- **RETIRE.** Outdated, duplicative or no longer useful.
- **CREATE.** A real gap exists and a new asset is needed.

Keep an eye out for my Double-Checks along the way. I'll point out a few easy-to-miss details as you work through your list.



For each item, check the action that best describes where it stands today. If an item does not apply to your organization, simply leave it blank.

BRAND & MESSAGING

What to Check	Keep	Update	Replace	Retire	Create
Are current brand guidelines easy for staff and partners to find?	☐	☐	☐	☐	☐
Are teams using the correct logos, colors, fonts and approved templates?	☐	☐	☐	☐	☐
Does your boilerplate and key messaging still reflect who you are today?	☐	☐	☐	☐	☐
Are outdated brand files or messages still circulating?	☐	☐	☐	☐	☐



Opal's Double-Check. Check more than your official brand files. Look at the materials people actually use every day. An outdated logo, message or template may still be showing up in presentations, emails or shared documents.

TEMPLATES & COLLATERAL

What to Check	Keep	Update	Replace	Retire	Create
Are your most-used presentation, document, proposal and social templates current?	☐	☐	☐	☐	☐
Are brochures, fact sheets, case studies and one-pagers still accurate and useful?	☐	☐	☐	☐	☐
Do materials contain current contacts, URLs, dates, statistics and program information?	☐	☐	☐	☐	☐
Are there duplicate or low-use materials you could consolidate or retire?	☐	☐	☐	☐	☐



Opal's Double-Check. Don't assume an asset is useful just because it's current. If no one uses it, or teams routinely create their own version instead, it may be time to replace or retire it.



DIGITAL ASSETS

What to Check	Keep	Update	Replace	Retire	Create
Are website pages, landing pages and downloadable resources current?	☐	☐	☐	☐	☐
Do forms route to the right person or team?	☐	☐	☐	☐	☐
Do email templates, automated messages and social profiles use current content and branding?	☐	☐	☐	☐	☐
Do links, buttons, QR codes and vanity URLs still lead where they should?	☐	☐	☐	☐	☐



Opal's Double-Check. Don't just look at the file. Test the experience. Click the link, scan the QR code, submit the form and open the download. Small issues are easier to spot when you follow the same path your audience does.

VISUAL LIBRARY

What to Check	Keep	Update	Replace	Retire	Create
Do your photos and graphics still reflect your organization, customers and offerings?	☐	☐	☐	☐	☐
Are staff photos, product images and interface screenshots current?	☐	☐	☐	☐	☐
Are you repeatedly using the same images because better options are missing?	☐	☐	☐	☐	☐
Can you identify specific photography, graphics or video you will need in 2027?	☐	☐	☐	☐	☐



Opal's Double-Check. Look for gaps, not just outdated images. You may have plenty of photography but still be missing the specific people, programs, services or situations you'll need to represent in 2027.



ACCESSIBILITY

What to Check	Keep	Update	Replace	Retire	Create
Are high-use PDFs and documents accessible?	☐	☐	☐	☐	☐
Do meaningful images have appropriate alternative text?	☐	☐	☐	☐	☐
Are color contrast, headings, link text and reading order considered?	☐	☐	☐	☐	☐
Do videos have captions and, when appropriate, transcripts or audio descriptions?	☐	☐	☐	☐	☐



Opal's Double-Check. Start with the assets your audience uses most. High-traffic webpages, frequently downloaded PDFs, forms and recurring communications are good places to prioritize accessibility improvements.

ORGANIZATION & ASSET MANAGEMENT

What to Check	Keep	Update	Replace	Retire	Create
Can staff quickly find the current approved version of an asset?	☐	☐	☐	☐	☐
Are outdated files clearly archived or removed from active folders?	☐	☐	☐	☐	☐
Do file names and versioning make sense to someone other than the person who created them?	☐	☐	☐	☐	☐
Do internal teams, partners and vendors know where approved assets live?	☐	☐	☐	☐	☐



Opal's Double-Check. Look beyond the “official” shared folder. Old templates often survive on desktops, in email attachments and inside previously completed projects.

Checked It Twice? Now You Know What Actually Belongs On Your 2027 Marketing List.

Need help turning your list into action? Visit equinox-creative.com to explore our marketing and creative services.

Big ideas start small...with a chat.

